



## Hideaway in Rockford Campaign a Runaway Success

*Campaign video gains national attention and 70,000 + views in 72 hours*

**FOR IMMEDIATE RELEASE**

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**ROCKFORD, IL** — On Friday, February 25, the [Rockford Area Convention & Visitors Bureau \(RACVB\)](#) in Rockford, Ill. launched a [Hideaway in Rockford](#) campaign, a cheeky promotion showcasing the city as a travel destination for state legislators and leisure visitors alike. The campaign video features a “search for senators” and cameos by some recognizable Rockfordians including Cheap Trick rocker Rick Nielsen, a sock monkey and the city’s mayor.

With more than 70,000 views since being uploaded to the RACVB’s YouTube channel, [www.youtube.com/gorockfordregion](http://www.youtube.com/gorockfordregion), three days ago, the video is being called a runaway success. This week it is the 38<sup>th</sup> most viewed travel and events video on YouTube. Blogger [Michelle Malkin](#) called it, “the best tourism video ever.” The Hideaway in Rockford campaign has also received major national and regional media coverage from Yahoo! News, FOX News, WGN 9 Chicago and many more.

“Unlike Wisconsin’s state senators, this video isn’t low key; it’s been a real runaway hit,” said RACVB President/CEO John Groh. “Folks are gravitating to the video, just like senators gravitated toward the Illinois state line.”

Along with the video, the campaign highlights the Rockford region’s “hideaway hotspots” and special “runaway rates” and deals at local hotels, attractions and restaurants. Deals are announced and posted at [www.hideawayinrockford.com](http://www.hideawayinrockford.com). Collectively bargained rates include Rockford IceHogs AHL hockey tickets, CoCo Key Water Resort passes, dinner packages and more. Additional deals are added on an ongoing basis.

**Where do you hideout** in Rockford and Illinois? Log on to [www.hideawayinrockford.com](http://www.hideawayinrockford.com) to learn more about Rockford’s great deals and to post about your favorite hotspot.

*Folks have been hiding away in Rockford, Illinois third largest city, for decades. Located about 15 minutes south of the Wisconsin border and 60 minutes west of Chicago’s O’Hare Airport, Rockford is an easy place to getaway to.*

*The Rockford Area Convention & Visitors Bureau is a private, non-profit champion that seeks to grow the economy by encouraging folks to spend their money in the Rockford region and leave with great memories. [www.gorockford.com](http://www.gorockford.com).*

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